

## **Critical Study of Branding in films: Correlation of Brand Promotion, Brand Awareness, Brand Usage, and Brand Recall with Consumer Buying Intentions**

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### **ABSTRACT**

*The importance of product/brand placement has gradually increased with rising competition and globalization. With the intensified market competition in recent years, many innovative techniques for effective marketing communication has been established by organisations. In this context many media channels like television serials, hindi movies, computer games and books are frequently employed for product promotion purpose. In this paper, the influential factors of product placement in hindi movies used as a marketing communications practice will be discussed, and the correlation amongst product promotion, product awareness, product usage with product recall shall be established through regression analysis of the data collected using proper channels.*

*Today's marketers are vastly spending on product placements in films because they are perceived as a advantageous when advertisement is in the storyline which is hard to miss for viewers. The objective of this paper is chiefly to evaluate brand placement in hindi films as compared to the commercials on television and its effect on buying attitude of the audiences, for exploring the brand awareness degree created by brand placement on the minds of the viewers and to examine the impact of the type of usage done while placing the brand in films.*

*There are many research efforts available in this area which highlight, why marketers prefer product placements in movies over commercial advertisements. Nevertheless, this study additionally emphasizes on the effects of the product placement on consumer's brand awareness as well as the promotion style involved. A questionnaire was raised to collect the data for this research which includes questions on general opinion, and also on product placement influence on brand promotion, usage, recall and awareness through movies. Exploratory Factor Analysis –EFA and the Regression Analysis was used to analyze the data. The first method used helped in recognizing the significant factors and the second method helped in developing the correlation amongst various factors that influenced the product placement in the hindi movies.*

**Key Words:** *Product/ Brand placements, Hindi movies, Television, Consumer buying behaviour, Brand awareness, Brand Usage, Brand Promotion, Brand Recall, Brand Recognition*

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## **INTRODUCTION**

In the current internet era, brand placement is considered one of the strong marketing tool that widens existing marketing goals. Brand placement is a most cost-effective medium for getting global exposure with infinite viewer marketing. It is one of the proven ways to acquaint the consumer with the company's brand name and product lines and attach with them with the added advantage of association with known film personality, blockbuster movie and/or hit television serial. The marketing industry across the globe is facing multiple challenges these days. With increasing media options, breaking through the clutter and setting up a good footprint in the market is becoming increasingly difficult. The common consumer is bombarded with various advertising tactics every day which turned his resistant to all kind of communication attempts made by marketers. This buyer resistance has forced marketers and advertisers to think and implement innovative advertising strategies. This is where brand/product placement in movies comes into picture. Product placement is a systematic practice of placing a brand name-package, logo, product, or the other trademark within a movie, a television show, or the media to develop brand recognition and increase remembrance of the brand at the point of purchase.

Product/brand placement promotes the advertiser or the company to create some engaging content to sell their product ( (Falkow, 2010); (Mustafa S., 2013)). Today's young adult masses residing thru the globe are the major target audience for the product placement, since they have constant lifestyle and taste variations. Strangely, because of the exposure to social media and the current communication technologies, young adults residing in various part of the world often observed to be thinking alike. After Hollywood, Bollywood is another largest film industry if measured with reference to a number of viewers as its audience is spread all over the world (Srivastava, 2012). Therefore, brand/product/s placed in Hindi movies automatically grab a lot of attention. As studied by Gupta and Lord (Gupta, 1998), brands placed in films generated more consumer recall than those placed in television commercials. Therefore, product placement in Hindi movies is a proven tactic implemented for building the brand.

## **HISTORY OF BRANDING PRODUCTS THROUGH FILMS**

The measured placement of brands in the films isn't a new phenomenon today. Like, a noticeable pouring of Gordon's Dry Gin's bottle over the sides of boat was shown in "The African Queen" in the year 1945. Even when we look during the 1890s, the Lumiere brothers placed Lever's "Sunlight Soap" as part of their film experiments (Newell, 2003). What famed these earlier days of product placements from the current era was the haphazard and casual nature of process. This practice has

slowly becoming more sophisticated, organized, and demanding over the period. In 1982, the placement of brand Reese's Pieces in E.T. resulted in a prominent rise in the product sales which developed a tipping point of interest in the strategies adopted by the practitioners (Wasko, 1993).

If we talk about the Indian film industry, it is a 100 years old and is the world's largest creator of films almost around 1,000 films per year and also accounted for 1% of the revenue of the global film industry (Dwyer R, 2005). Again as said above, brand placement in Indian films is not new. A visible trend like using in storyline of film or showing brand in background or showing its use through actors of the film has been noticed recently and also in the past. The products selected for advertising through films are diverse from soft drinks to automobiles, to garments, to gift items, or services, or pharmaceuticals and many more. Though this industry seems to be an unorganized sector, the Government of India granted "industry status" to it in the 2000 year (Rajadhyaksha, 2003). Subsequently, this industry then began its journey of establishing as an organized sector overall. Presently, 26 conglomerates in the film industry are present. Yash Raj Films, Adlabs Films, Prithvi Nandy Communications, and UTV, etc are the few companies that have led to vertical assimilation thru the value chain amongst film producers, exhibitors, distributors, music companies and broadcasters.

#### **NEED FOR THIS STUDY AND THE PROBLEM STATEMENT**

With almost of a thousand movies releasing per year in a developing country like India (Kureshi, 2011), the question arises, how much and how far do the brand placements impact or affect the buying decisions of the viewers? Consumers are now becoming quite aware of the brand placement strategies, and this shows the evidence of resistance to influence them to purchase (Wei, 2008). India has seen a steep rise in the advertisement of diverse products in film and other medias. Nowadays, if the advertisement does not hold attention, consumers tend to change the channel or media. Brand placement in movies seem to be an evergreen pathway to influence the mindset of the consumer. There is a constant need to study the influence of brand placement in films because the process of placing the brand appropriately is not as simple as it is thought. Measuring the brand placement effect on brand recall or attitude or the consumer's perception to placed products in the movies is quite challenging, since it is projected to bring profits for the brand placed. Hence, this paper aims to analysis the effect of brand placement on these movie audiences in context to India. It was observed that there were only few researches done in this area, especially in Indian film industry.

#### **RESEARCH OBJECTIVES**

The objectives of this research are as follows:

- To study the influence of brand placement in Hindi movies and television commercials.
- To evaluate the effect of brand placement in hindi movies on consumer's brand awareness and brand recognition.

- To examine the influence of brand presentation method in hindi movies on consumer's brand recall.

### **Significance of Brand Placement**

Brand promotion majorly depends on the circumstances where the brand is emphasised (Karrh J, 1998). If one goes for an in-depth analysis, current product placement trends have moved close to conventional marketing sphere as customers are well aware of the marketing tactics and even the approaching method has become very noticeable. Brand placement is commonly used with identical objectives as advertising either to enhance awareness, interest, or drive buyers ahead in the marketing funnel, and influence buying behavior keeping in mind different viewpoints. Amid the numerous uses of product placement in various media, many studies elaborate the impact of product or the brand placement in films. Its effects are stated in several studies as traditionally set (Nelson M R & Deshpande, 2013), it also identifies financial effects of brand placement in movies (Karniouchina E V, 2011), and also the placement style and certainty (Wiles M, 2009). There are several research efforts that measures the effect of product or the brand placement in television serials (Gillespie B, 2012) and video-games (Hang H, 2014). Earlier many study attempts are made to evaluate the effects of product placements on consumers buying behaviour (Auty S, 2004) (Russell A, 2006) by highlighting the growing viewer base of digital media and the viewer size of the television industry. A study compared the effectiveness of product placement in movies with television commercials and shows. In order to overcome the soar of electronic devices allowing skipping the commercial advertisement, product placement in movies seemed to be well accepted and recognized. (Lawrence, 1989) (Alwitt L) (Frank, 2002). Several researchers have noted the usefulness of product placement in terms of brand recognised (Brennan I, 2004), awareness and approach (Gupta P, 1997).

**H1** - Brand placement in Hindi movies is more influencing than brand placement in television commercials.

### **Significance of Brand Awareness and Brand Recall**

Product/brand placement as a marketing tool is mainly used to grab attention, develop interest and enhance purchase motive of the potential buyer. Many attempts to place an automobile brands are seen thru different medias for promotional purposes, creating awareness and influencing the purchase intentions of the customer. This regulates how the brand promotion and awareness are established through product placements which creates a strong image of the brand and how this image influences buyer's purchase decisions. Hence, to test the hypotheses of the study, the data was collected using survey tool, and a quantitative analyses were performed (Guennemann, 2014).

Brand awareness comprises of two factors – brand recall and brand recognition. If the buying intention of a consumer is evaluated as a two dimensional quantity, brand recognition represents the depth and brand recall represents the breadth of the buyer paradigm. The brand image reflects automatic impact on how the customers are relating themselves with the brand, which ideally should be strong (consistency and relevance), favourable (deliverability and desirability), and unique

(exceptional and sophisticated) (Keller, 2008). It was observed that repeated advertising, along with planned product placement, will surely create remembrance in the consumer mind, which further lead to brand awareness (Belch, 2004). Also, the viewer's increased media exposure will increase the chances of subliminal impact from product placements (Johnstone, 2000).

**H2-** Brands placed in Hindi movies has a significant influence on consumers brand awareness and brand recognition.

### **Significance of Brand Usage and Brand Recall**

Many researches have measured the effectiveness of brand placements in relation to how well they were recalled (Gupta, 1998). The efficacy is measured for parameters like brand recall, brand usage and its effect on brand memory or the brand salience. The brand recall is greatly correlated to the prominent placement of the brand. This prominent brand placements have higher impact on brand recall. The verbal or visual brand placements are normally recalled more. Likewise the brand recall surges when placements are done through embedding it into the story ( that is plot connection). According to the prototypical developed by Balasubramanian, Patwardhan, and Karrh, (Balasubramanian, 2006) four main components viz., individual specific factors, execution factors, message outcomes and the level of processing impact placement's success. Gupta and Lord, (Gupta, 1998) studied the effect of brand placement on brand recognition. The impact of several brand placement categorization (like, prominent vs subtle) and brand placement mode (like audio, visual, and audio-visual) were studied in this research. They reported a significant brand placement advantage for both audio and visuals, a noticeable PPLs over subtle visual brand placements.

Looking at the above studies, the question arises, how to place the brand effectively? For example, the brand must be subtly placed without reference to the characters in the film or to be placed blatantly where the brand is completely integrated into the plot. The answer to such type of question will help promoters place their brand effectively and successfully. Hence, the study hypothesis is set as given below,

**H3** – Brand presentation method in Hindi movies has a significant influence on consumers brand recall.

### **Research Methodology**

Most of the existing research efforts on brand placement in Indian movies are observed to be laboratory-based, whereas actual field research always provides proven results. The impact of brand placement is found to be difficult to test in lab as well as field settings. Qualitatively, significance of brand placement, brand awareness, brand usage and brand recall in movies can be measured and correlated using available analysis methods.

### **Research Design & Data Collection**

Regarding the experimental study conducted, and within the context of true experimental designs, a group of recent movie watchers are considered as eligible. In this design, subjects who have noticed atleast one product placement in a hindi movie in the last six months were selected for the study. In this scenario, the researcher volunteered to conduct this survey at various locations like colleges, multiplexes and offices of Pune city. While they approached 1200 respondents, 230 responses were eliminated due to large missing values and incomplete questionnaires. In the context of this paper, the 970 valid responses were considered to analyze the impact of brand placement on advertising media used, its brand awareness and its brand usage and also the correlation amongst these factors are established.

### Research Analysis Method

Factor analysis was used to extract components with enough variance. This evaluation of the responses of participants was undertaken using descriptive analysis through SPSS software for implications of the data, because we felt that the tests such as the rank test, correlation coefficient, and regression could give enough data analysis and directions. It also helps to study the basic objectives of this research.

## RESULT AND DISCUSSION

In India, movies are usually considered as a popular medium for brand placement. Current research on outlooks suggests that respondents buying behaviour can be implicit as well as explicit. The present study suggests that the brand placement role is to increase awareness and improve brand recall for brands placed in hindi movies. It is observed that 95% of respondents in India like the idea of brand placement in the movies and tend to follow their favourite actor brands. The next part of this study is to measure the co-relation among the factors of brand placement in the film.

### Significance of Brand Promotion, Awareness, Usage, and Recall

Interpretation is facilitated by identifying the variables that have large loadings on the same factor. That factor can then be interpreted in terms of the variables that load high on it. Factor loading greater than 0.50 is very significant for the study. Thus, the variables are considered as major variable under respective factor wherever loadings are greater than 0.50. So, here in this research work any item that failed to load on a single factor at 0.5 or less was dropped from the study. One of the studies also suggested that the factor analysis of dropping an item was repeated until all items loaded at 0.5 or greater on one and only one factor.

The exploratory factor analysis (EFA) loadings are presented in below table 1.

**Table 1 Rotated Component Matrix for Brand Promotion, Awareness, Usage and Recall**

Sr. No.	Categories		Components			
			1	2	3	4
1	<b>Brand Promotion</b>	Brand remembrance is more when it is placed in	0.063	0.035	0.808	0.092

		Hindi movies than in television commercials				
2	<b>Brand Promotion</b>	Brand remembrance is more when it is placed in television commercials than in Hindi movies	0.647	0.259	-0.030	0.027
3	<b>Brand Awareness</b>	Brand messages through product placement highlight brand name or product name	0.229	0.243	0.034	0.762
4	<b>Brand Awareness</b>	Brands appeared in Hindi movies prompt buyer to purchase	.019	.811	.004	-.038
5	<b>Brand Usage</b>	Brand placement is effective when integrated with the storyline in hindi movies	0.668	0.199	0.009	-0.006
6	<b>Brand Usage</b>	Brand placement is effective when endorsed by my favourite star in movies	0.649	0.127	0.128	0.059
7	<b>Brand Usage</b>	Brand placement is effective if the brand appears in the background/foreground without any use	0.557	0.219	-0.042	0.121
8	<b>Brand Recall</b>	Brand is recalled if it appears multiple times in a movie	0.202	-0.028	0.040	0.700
9	<b>Brand Recall</b>	Brand recall is high if it appears for a longer duration movie	0.223	0.039	0.057	0.738

Table 1 shows that the maximum value of the Question 1 response was 0.808, while for Question 2, the maximum values were 0.647. This showed that the brand placed in hindi movies established more positive promotion than the brand placed in television commercials.

The maximum value for Question 3 was 0.762, while for Question 4, the value was 0.811. This showed that the brand placed in hindi movies has a significant influence on consumers brand awareness and brand recognition.

For Question 5, the maximum value of the response was 0.668, for Question 6, the maximum values were 0.649, and for Question 7 the value was 0.557. This showed that the brand usage method in Hindi movies has a significant influence on consumer's buying behavior.

Question 8 and 9 showed maximum value of 0.700 and 0.738 respectively. Thus when buying is considered the brand is remembered and recalled highly if it is appears for more number of times and stays for longer duration on screen.

The reliability of scale confirms that study is free from random error. Internal Consistency was measured in this research by using Cronbach's coefficient alpha. Cronbach's alpha test is usually used to measure the reliability and consistency of items considered for the study in a Likert Type scale. The Cronbach's alpha was found out for the aggregated scale of consumer behaviour after watching Hindi movies.

The scale had 9 items. The Cronbach's alpha was found out for the integrated scale. The Reliability statistical test result is given below:

**Table 2 Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.896	0.903	9

From the Table 2, it is observed that the Cronbach's alpha value is 0.903 which is very well above 0.6 level. Accordingly, if  $\alpha$  value is 0.7 or more, it is usually considered good. The Cronbach's alpha value being 0.903 denotes that the reliability of this data is 90.3%.

### Factors Wise Reliability Test

#### 1) Brand Usage

Table 3 Reliability Statistics for Brand Usage

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.877	3

The Cronbach's alpha for the integrated scale for Brand Usage 3 items was 0.877 which was significant at 0.001 alpha.

Table 4 ANOVA for Brand Usage

	Sum of Squares	df	Mean Square	F	Sig
Between People	2714.225	969	2.801		
Within People					
Between Items	311.551	9	34.617	98.207	.000
Residual	3074.049	8721	.352		
Total	3385.600	8730	.388		
Total	6099.825	9699	.629		

Grand Mean = 4.16

The result of ANOVA test for examining the brand usage are shown in Table 4, which states that the F value 98.207 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model.

#### 2) Brand Recall

Table 5 Reliability Statistics for Brand Recall

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.742	0.742	2

The Cronbach's alpha for the integrated scale for Brand recall for 2 items was 0.742 which was significant at 0.001 alpha.

Table 6 ANOVA for Brand Recall

	Sum of Squares	df	Mean Square	F	Sig
Between People	2740.999	969	2.829		
Within People					
Between Items	189.620	3	63.207	86.532	.000
Residual	2123.380	2907	.730		
Total	2313.000	2910	.795		
Total	5053.999	3879	1.303		

Grand Mean = 3.30

The result of ANOVA test for examining the brand recall are shown in Table 6, which states that the F value 86.532 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model.

### 3) Brand Promotion

Table 7 Reliability Statistics for Brand Promotion

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.895	0.900	2

The Cronbach's alpha for the integrated scale for Brand promotions for 2 items was 0.900 which was significant at 0.001 alpha.

Table 8 ANOVA for Brand Promotion

	Sum of Squares	df	Mean Square	F	Sig
Between People	3623.794	969	3.740		
Within People					
Between Items	583.440	13	44.880	114.555	.000
Residual	4935.202	12597	.392		
Total	5518.643	12610	.438		
Total	9142.437	13579	.673		

Grand Mean = 4.03

The result of ANOVA test for examining the brand promotion are shown in Table 8, which states that the F value 114.555 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model.

### 4) Brand Awareness

Table 9 Reliability Statistics for Brand Awareness

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.775	0.775	2

The Cronbach's alpha for the integrated scale for Brand awareness for 2 items was 0.775 which was significant at 0.001 alpha

Table 10 ANOVA for Brand Awareness

	Sum of Squares	df	Mean Square	F	Sig
Between People	998.136	969	1.030		
Within People					
Between Items	54.665	3	18.222	78.697	.000
Residual	673.085	2907	.232		
Total	727.750	2910	.250		
Total	1725.886	3879	.445		

Grand Mean = 4.26

The result of ANOVA test for examining the brand awareness are shown in Table 10, which states that the F value 78.697 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model.

### 5) Buying Intentions

Table 11 Reliability Statistics for Buying Intentions

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.929	.929	7

The Cronbach's alpha for the integrated scale for Buying intention of consumer for 7 items was 0.929 which was significant at 0.001 alpha.

Table 12 ANOVA of Buying Intentions

	Sum of Squares	df	Mean Square	F	Sig
Between People	2214.356	555	3.990		
Within People					
Between Items	73.291	6	12.215	43.057	.000
Residual	944.709	3330	.284		
Total	1018.000	3336	.305		
Total	3232.356	3891	.831		

Grand Mean = 4.02

The result of ANOVA test for examining the buying intentions are shown in Table 12, which states that the F value 43.057 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model.

### HYPOTHESES TESTING

To test the hypothesis, a multiple regression analysis was used. Consumer intention to buy products after watching Hindi Movies kept as a dependent variable and remaining four factors kept as independent variable.

According to Wang and Benbasat, 2007, the average score of the multi- items for a construct can be computed to measure the construct. Since a single construct in the questionnaire was measured by multiple items and the same score was used to further analysis such as correlation and regression analysis.

Table 13 Descriptive Statistics

	Mean	Std. Deviation	N
Brand Recognition	4.1612	.52925	970
Brand Recall	3.3018	.83976	970
Brand Promotion	4.0263	.51173	970
Brand Awareness	4.2564	.50388	970
Consumer intention to buy	3.9931	.40068	970

Table 14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 <sup>a</sup>	.512	.510	.28036

a. Predictors: (Constant), Brand Awareness, Brand Recall, Brand Usage, Brand Promotion

Table 15 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.213	.097		12.563	.000
	Brand Usage	.162	.019	.214	8.375	.000
	Brand Recall	.194	.011	.406	17.508	.000
	Brand Promotion	.191	.021	.244	9.101	.002
	Brand Awareness	.164	.020	.206	8.188	.003

a. Dependent Variable: Consumer intention to buy

From Table 15, the result shows that Brand Usage ( $\beta = 0.214$ ;  $t = 8.375$ ,  $p = 0.000$ ), Brand Recall ( $\beta = .406$ ;  $t = 17.508$ ,  $p = 0.000$ ), Brand Promotion ( $\beta = 0.244$ ;  $t = 9.101$ ,  $p = 0.002$ ) and Brand Awareness ( $\beta = 0.206$   $t = 8.188$ ,  $p = 0.003$ ) have positive impact on consumer intention to buy products after watching products placement in Hindi movies.

Table 16 ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.719	4	19.930	253.556	.000 <sup>a</sup>
	Residual	75.850	965	.079		
	Total	155.570	969			

a. Predictors: (Constant), Brand Awareness, Brand Recall, Brand Usage, Brand Promotion

b. Dependent Variable: Consumer intention to buy

The result of multiple regression analysis shows that in Table 16, the F value 253.556 was significant at (sig.  $F < 0.01$ ), thus confirming the fitness for the model. The R- square indicated the predictive

power of this model and suggested that there is a significant effect of an independent variable on dependent variable. Thus, the four factors significantly accounted for 51.2 percent in the consumer intention towards products after watching Hindi movies.

Table 17 Summary of regression result for product placement in Hindi movies

S. No	Products placements variables	Impact on consumer intention to buy products
1	Brand Usage	Yes
2	Brand Recall	Yes
3	Brand Promotion	Yes
4	Brand Awareness	Yes

Results indicate that Brand Recall one of the most contributing factor on consumer intention then after Brand Promotion, followed by Brand Usage, and Brand awareness. So, as per the findings, Null hypothesis is rejected and alternate hypothesis is accepted. As per the analysis we can concluded that, there is significant impact of product placement components on consumer buying behaviour towards Hindi movies.

Consumer Intention to buy after watching products placement in Hindi movies (CI) = 1.213+.162 x Brand Usage + .194x Brand Recall+ 0.191 x Brand Promotion + 0.164x Brand Awareness + 0.097.

Table 18 Correlations

		Brand Usage	Brand Recall	Brand Promotion	Brand Awareness	Consumer intention to buy
Brand Usage	Pearson Correlation	1	.114**	.439**	.350**	.440**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	970	970	970	970	970
Brand Recall	Pearson Correlation			.245**	.086**	.508**
	Sig. (2-tailed)			.000	.007	.000
	N			970	970	970
Brand Promotion	Pearson Correlation			1	.403**	.520**
	Sig. (2-tailed)				.000	.000
	N			970	970	970
Brand Awareness	Pearson Correlation				1	.414**
	Sig. (2-tailed)					.000
	N				970	970
Consumer intention to buy	Pearson Correlation					1
	Sig. (2-tailed)					
	N					970

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 18, shows the correlation between four variable and consumer intention to buy products after watching Hindi movies, where Brand Usage (0.440), Brand recall (0.508), Brand Promotion (0.520), Brand Awareness (0.414) had significant co-relations at .001 levels with consumer intention to buy products after watching Hindi movies.

### **FUTURE PROSPECTS**

The findings of the present paper have contributed to increasing the understanding the effect of brand positioning, brand awareness and brand usage on collected responses in accordance of the product/brand placement in hindi movies along with the outcomes of past researches in the field of brand placement (Nelson, 2013). This study reveals that when the brand promotion channel, its placement and use are consistent with the context in which it is placed, it is seen to create strong brand impact.

Finally, it is essential to explore the range to which placement results do not generalize across different mediums. For example, viewers may be more accepting of product/brand placements in television serials as television is an advertising-supported medium. Consequently, variances in film and television viewing habits (Russell, 2006) may also change the influencing factors that decide the success of brand placements. Readings investigating the results with diverse samples and in diverse settings is certainly another appropriate direction for future research.

By reviewing the effects of product/brand placement on the client's buying behavior, this study presents valuable insights to sponsors who are trying to target the growing India market for their brands by gauging the way Indian audiences feel about brand placements.

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